

Pay the Price of the Royal for Royal only

Royal Baking Powder is shown by actual chemical tests absolutely pure and 27 per cent greater in strength than any other brand.

Many grocery stores have recently become stocked with second-class brands of baking powder, which are urged upon consumers at the price of the high-cost, first-class Royal.

These powders cost from 2 to 30 cents a pound less than the Royal, besides being of 27 per cent less strength. If they are forced upon you, see that you are charged a corresponding lower price for them.